

PBA/08-17/Cir-13816
August 8, 2017

**All Member Broadcasters / Accredited Advertising Agencies & MBHs
Pakistan Broadcasters Association**

Subject: Billing to Commercial Clients

Dear All,

The Board of Directors of PBA in its meeting has considered a request from Advertising agencies in respect of issuance of credit note.

The Board has been pleased to decide that Credit Note mentioned in points 3 and 4 of the PBA circular dated July 20, 2017 shall be issued by the Broadcast Houses in respect of the airing of Commercials up to and including **August 31, 2017** (instead of July 31, 2017).

All other terms and conditions of the aforesaid circular will remain unchanged. It may also be noted that the terms and conditions of the above circular shall not be applicable on Government Advertisement billing for which a separate circular No. PBA/07-17/Cir-13779 dated July 27, 2017 has already been circulated.

The above credit note facilitation shall not be extended further. All PBA members and affiliates are requested to comply with the above board resolution.

Sincerely for,
Pakistan Broadcasters Association


Muhammad Ali Butt
Executive Director